



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 3- INDIVIDUAL BEHAVIOR

Topic 3.3(a): Types of Learners and Learning Process



TYPES OF LEARNERS

Visual Learners

- ◀ Prefer to read information in a textbook or on the whiteboard rather than listen to the teacher lecture
- ◀ Uses visualization techniques to remember.
- ◀ Visualize maps and directions in their mind
- ◀ They also enjoy doodling and drawing
- ◀ Typically use sight words in their everyday terminology
- ◀ They remember details including colors and spatial arrangements



TYPES OF LEARNERS

◀ Auditory Learners

- ◀ Learn best by listening and talking around
- ◀ They are good at remembering things they hear
- ◀ They are good with words and language
- ◀ They are often distracted by noise and sounds
- ◀ Provide students with oral along with written instructions for assignments
- ◀ Allow time for students to read out loud or talk through problems

◀ Kinesthetic Learners

- ◀ Kinesthetic learners typically learn best by doing
- ◀ Simulations and role plays, and other methods that physically involve them in the learning process
- ◀ They are naturally good at physical activities like sports and dance
- ◀ They might pace while on the phone or take breaks from studying to get up and move around
- ◀ Some kinesthetic learners seem fidgety, having a hard time sitting still in class





LEARNING PROCESS

- ▶ **Stimuli:** Stimuli are any objects or language which draw the attention of people
- ▶ **Attention:** The degree of stimuli depends on the nature of the stimuli. All stimuli are not paid attention. Interesting stimuli are highly attended
- ▶ **Recognition:** After paying attention recognize whether the stimuli are worthwhile
- ▶ **Translation:** Recognized stimuli are evaluated to eliminate the irrelevant points for accepting a part of stimuli
- ▶ **Reinforcement:** Increase the strength of response
- ▶ **Behaviour:** Learning changes behaviour through reinforcement



LEARNING PROCESS



- ◀ **Reward:** If the translated behaviour provides reward, accepted otherwise not accepted
- ◀ **Habits :** A permanent change in behaviour leads to habit
- ◀ **Motives:** Employees getting more satisfaction through learning develop high motives. Less satisfied learners are low motives
- ◀ **Efforts:** Habit helps to achieve good efforts and performance



THANK YOU